

Parking Authority Workplan

Mission:

- The Parking Authority will support the development of adequate parking for commercial, retail, residential, and recreational uses in the downtown area.

Goals, Objectives, and Initiatives:

Goal 1

- To increase communications with downtown stakeholders and better publicize parking issues and parking locations.

Objective 1

- Capture input from downtown stakeholders regarding current parking conditions and future parking needs.

Objective 2

- Encourage better utilization of existing parking spaces by downtown employees.

Objective 3

- Increase public awareness of available downtown parking locations.

Key Initiatives

- Meet with downtown stakeholders to discuss parking expectations, technology controls, current parking capacity, parking needs, enforcement incentives/disincentives, and employee parking habits.
- Post meeting minutes on the City's website.
- Work with Lynch's Landing to increase marketing efforts aimed at publicizing available downtown parking locations.

Progress: Parking Authority Members and City Staff continue to talk with downtown stakeholders about parking issues; parking consultant will hold formal meetings to gather information for Parking Study. City staff continues to post Parking Authority minutes to City website. The Parking Authority "minutes" page has been expanded to include news and other information. The City website now includes information on downtown parking. Signage is an issue that needs to be addressed in the future.

Goal 2

- To maximize on-street parking options for downtown visitors, businesses, and residents.

Objective 1

- Maximize the efficiency and quality of on-street parking.

Key Initiatives

- Conduct an in-depth inventory of on-street parking spaces.
- Evaluate current city ordinance(s) and enforcement policies regarding on-street parking.

- Review parking incentives and disincentives meant to encourage better utilization of on-street parking.
- Make recommendations to City Council regarding amendments to and/or new parking ordinances and enforcement policies.

Progress: Discussions as to the efficiency of on-street parking have continued throughout the year. The parking study will address the inventory and usage of on-street parking. Future work will include the evaluation of current ordinances and policies related to on-street parking enforcement, the evaluation of on-street parking incentives to bring people downtown and disincentives for downtown employees to use on-street parking.

Goal 3

- To maximize off-street parking options for downtown visitors, businesses, and residents.

Objective 1

- Maximize the efficiency and quality of existing parking structures.

Objective 2

- Evaluate options regarding the construction of new parking structures.

Key Initiatives

- Conduct an in-depth inventory of existing off-street parking spaces.
- Meet with parking deck owners to discuss parking technology control devices and current parking capacity.
- Meet with property owners and major businesses to discuss parking needs, employee parking habits, and incentives/disincentives.

Progress: This will be addressed by the upcoming parking study.

Goal 4

- To determine the most appropriate methods for financing the development and operation of parking facilities.

Objective 1

- Implement the optimal revenue generation and financing models for parking facilities.

Key Initiatives

- Analyze other localities' revenue generation and financing models.
- Determine the capital and operational costs of existing or new facilities.

Progress: Met with Roanoke Parking officials.